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- (54) **FOLDING TRADING CARD WITH MAGNIFYING REGION**
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- (*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 274 days.

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(57) **ABSTRACT**

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G02B 27/04 (2006.01)

(52) **U.S. Cl.** **40/365; 40/124.08; 359/801; 359/803; 359/817; 359/474**

(58) **Field of Classification Search** **40/635, 40/124.08, 365; 359/817, 802, 801, 803, 359/474; 446/487, 488**

See application file for complete search history.

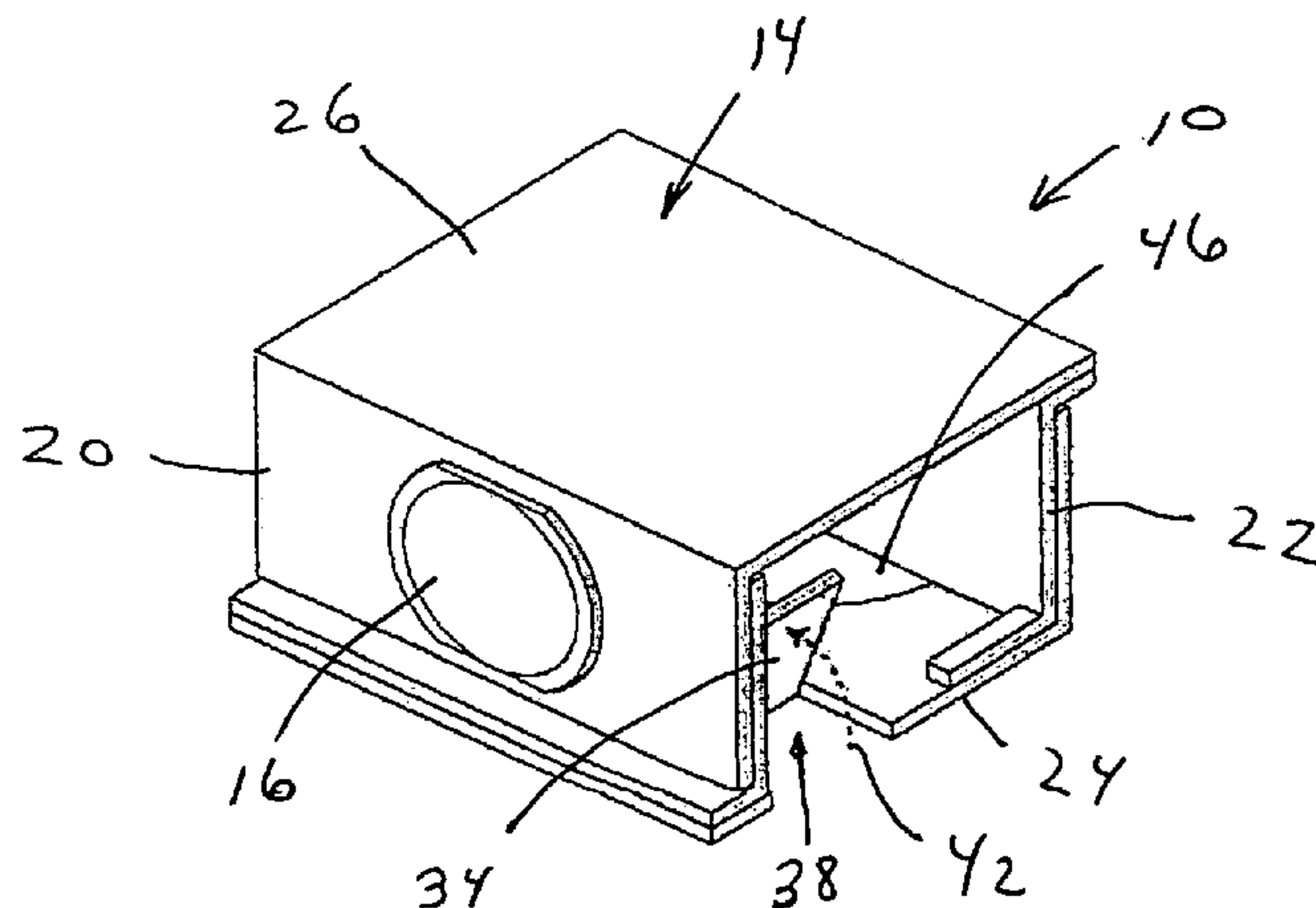
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A trading card includes a front wall, a back wall, a bottom wall, and a top wall. The front wall retains a viewing lens. The back wall retains an image. The bottom wall extends between the front wall and the back wall. The top wall extends between the front wall and the back wall. Three of the walls are moveable relative to the other wall to move the trading card from a folded configuration to an unfolded configuration. In the folded configuration, the walls are substantially parallel to each other. Further, in the unfolded configuration, the front wall and the back wall are substantially parallel and spaced apart, and the bottom wall and the top wall are substantially parallel and spaced apart. Additionally, the image is viewable through the viewing lens when the trading card is in the unfolded configuration. Moreover, the image can be on a piece of film and the viewing lens can be a magnifying lens. With this design, the trading card can be sized and shaped like a regular trading card when the trading card is in the folded configuration and the trading card can be simply expanded from the folded configuration to the unfolded configuration in which the trading card functions as a magnifying viewing box.

20 Claims, 5 Drawing Sheets



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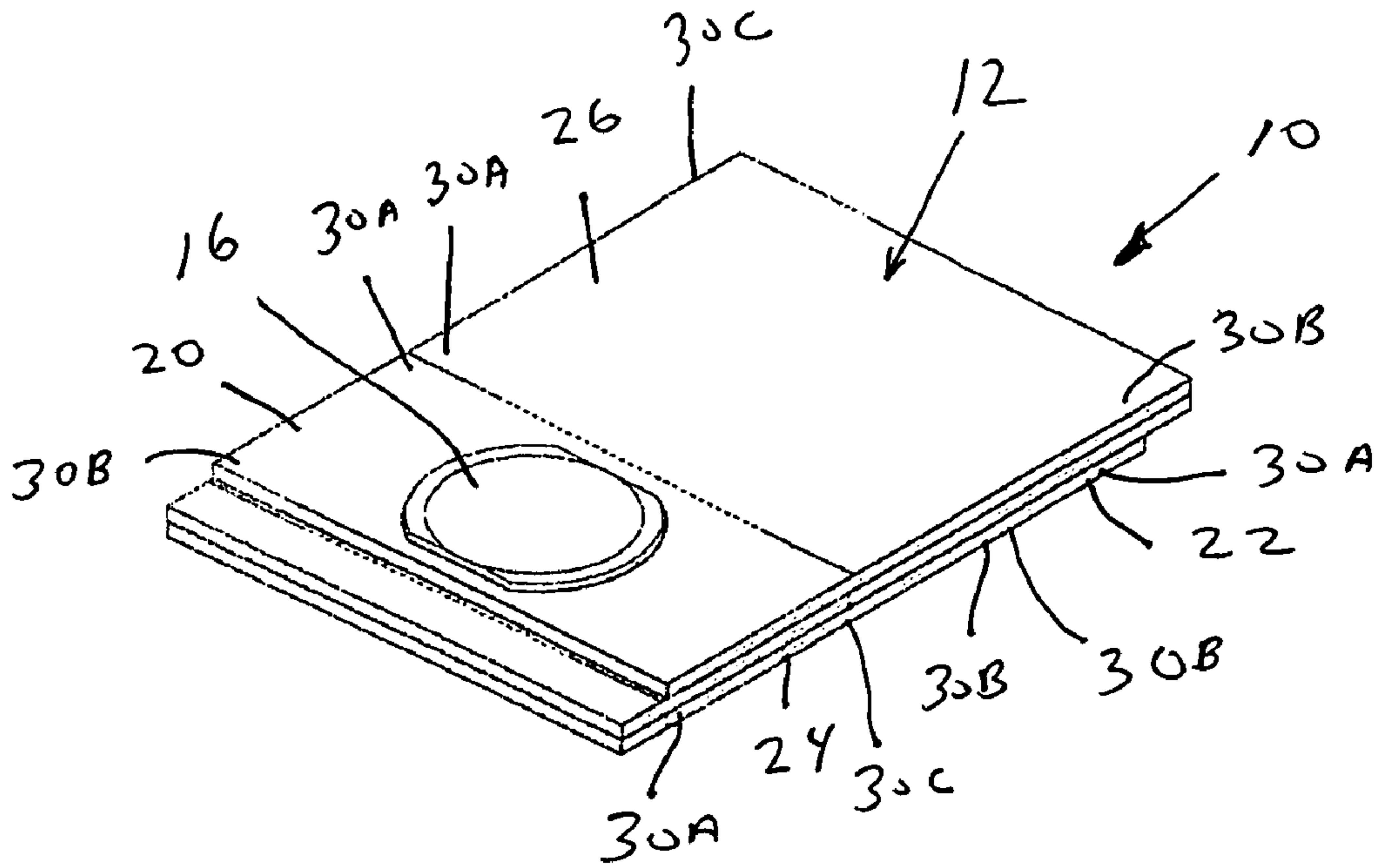


FIG. 1A

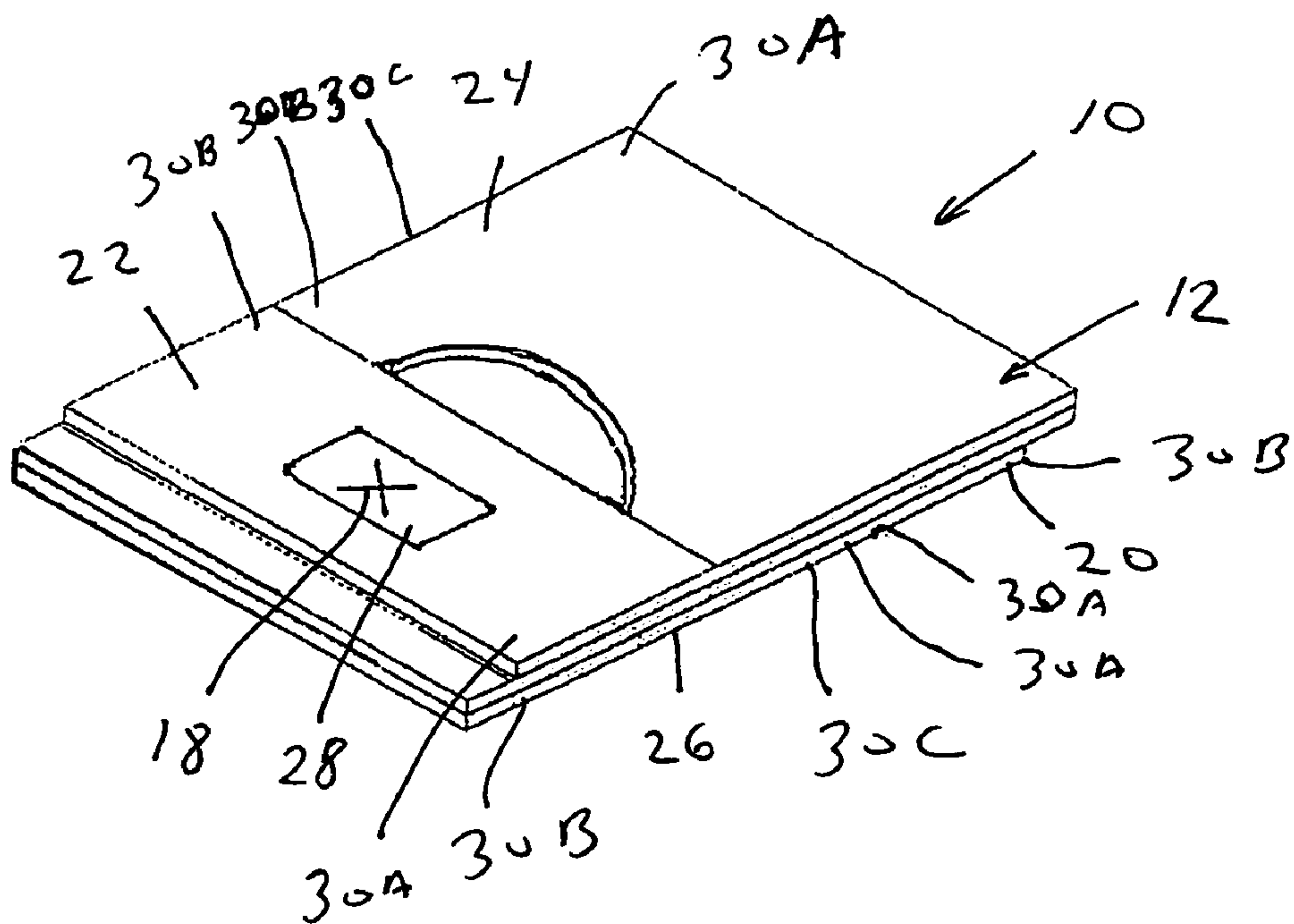


FIG. 1B

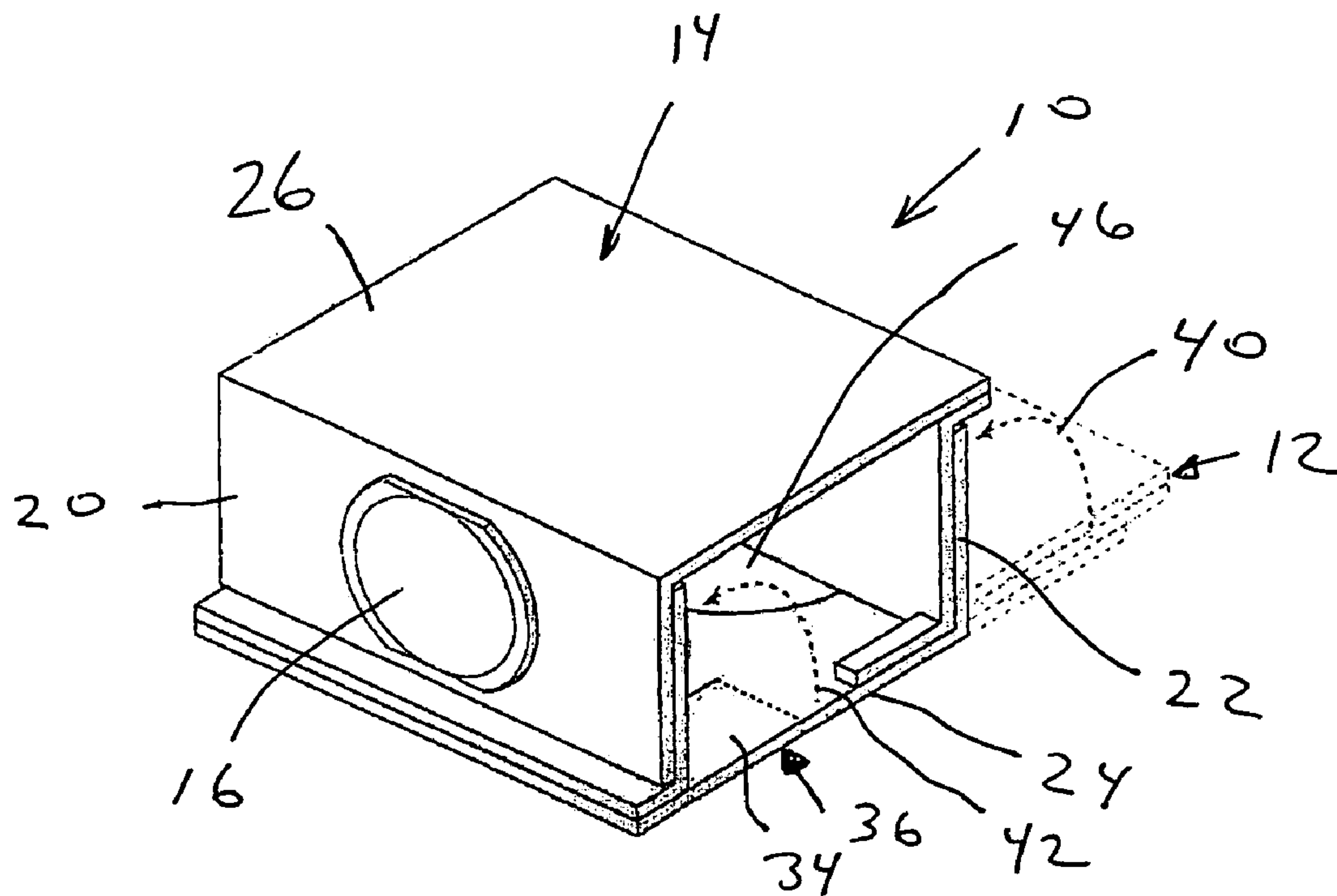


FIG. 2A

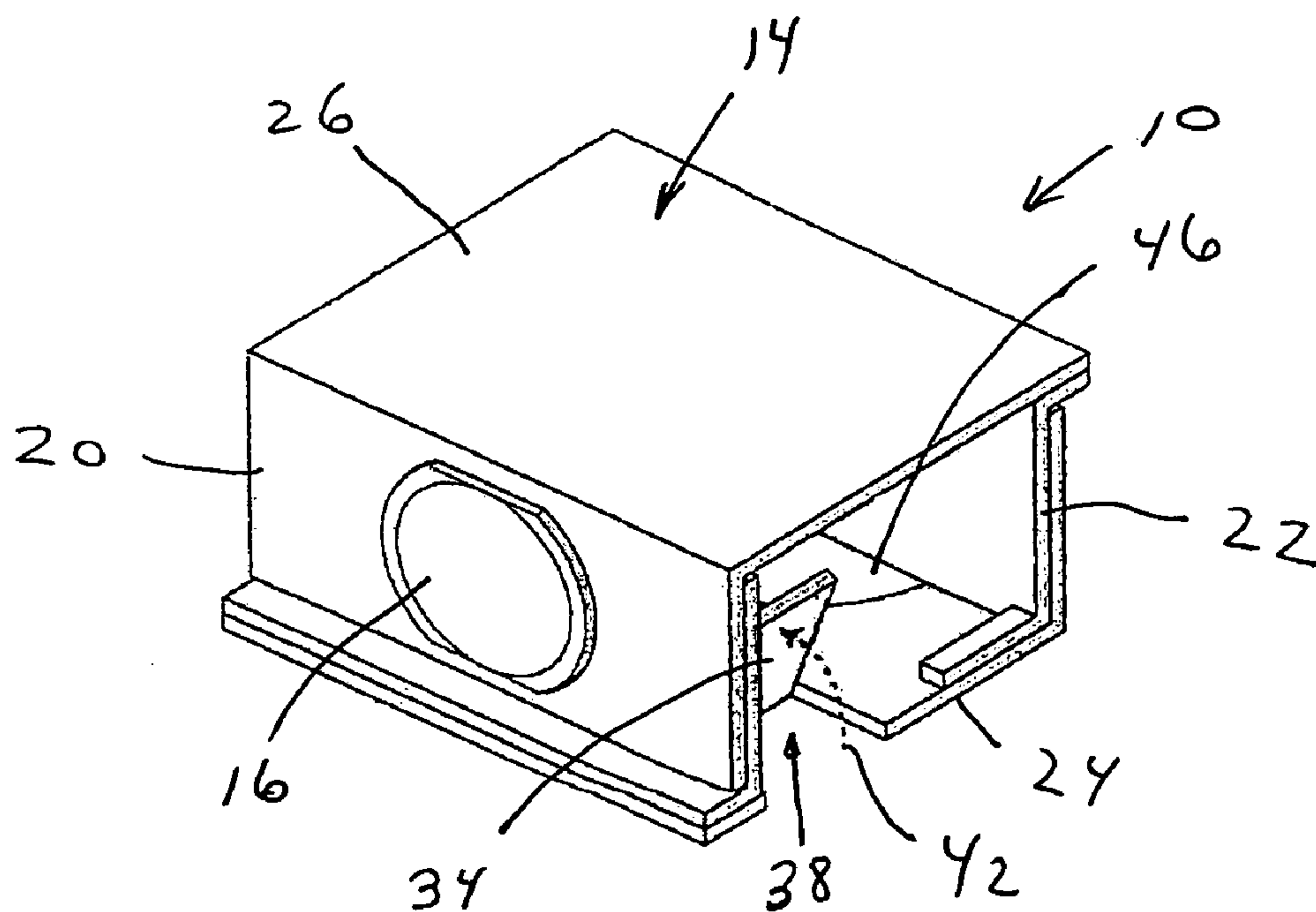


FIG. 2B

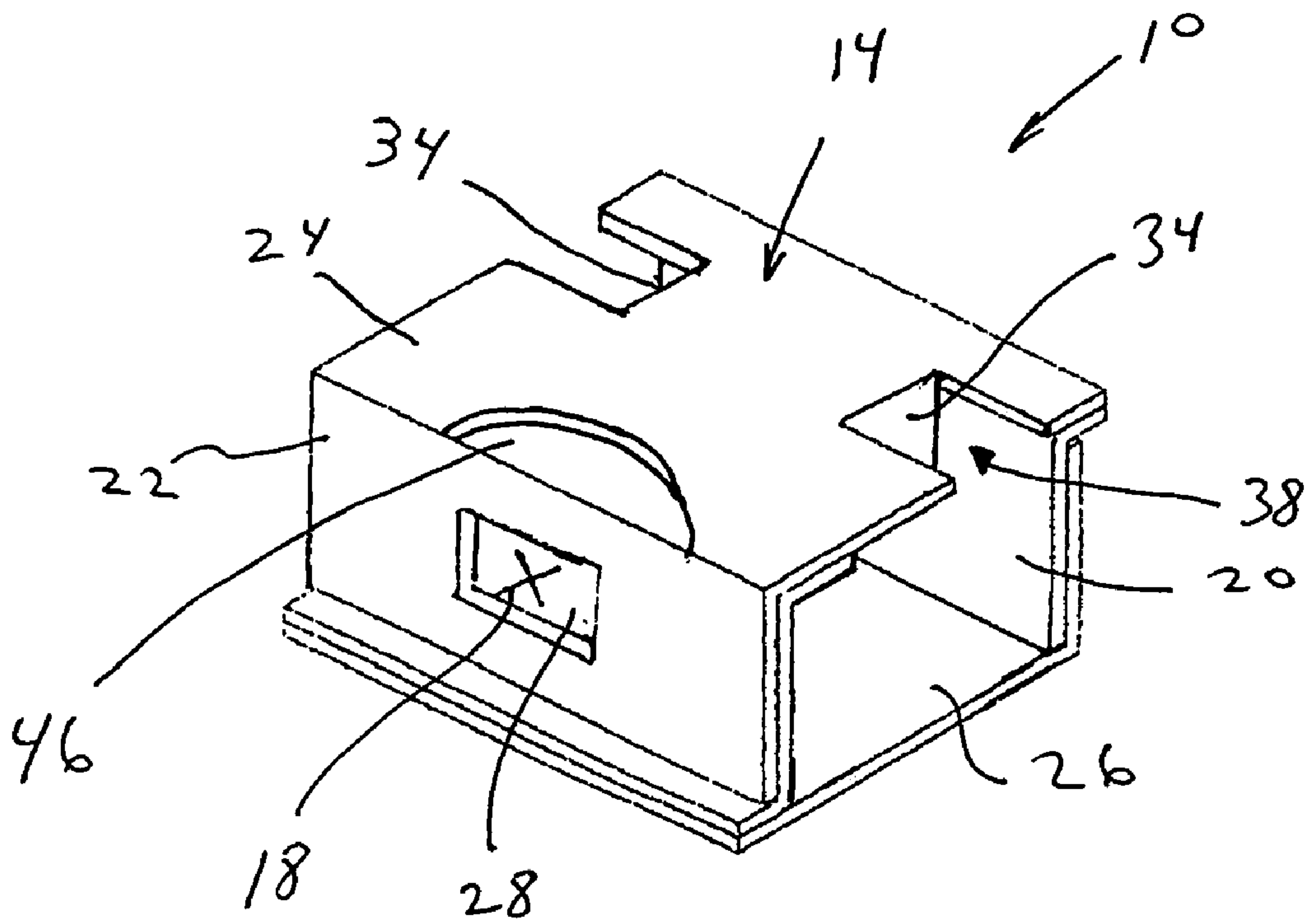


Fig. 2C

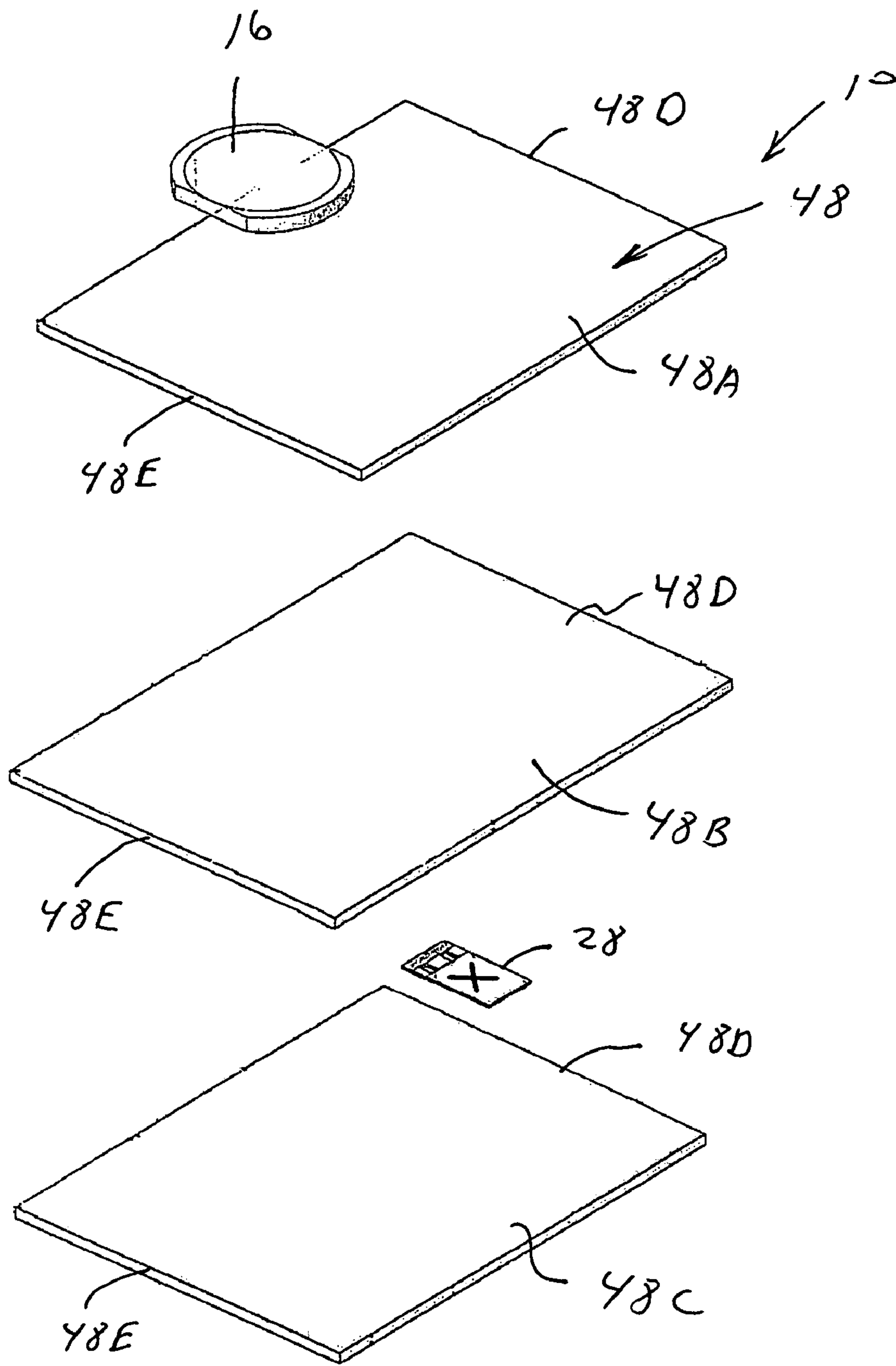


FIG. 3A

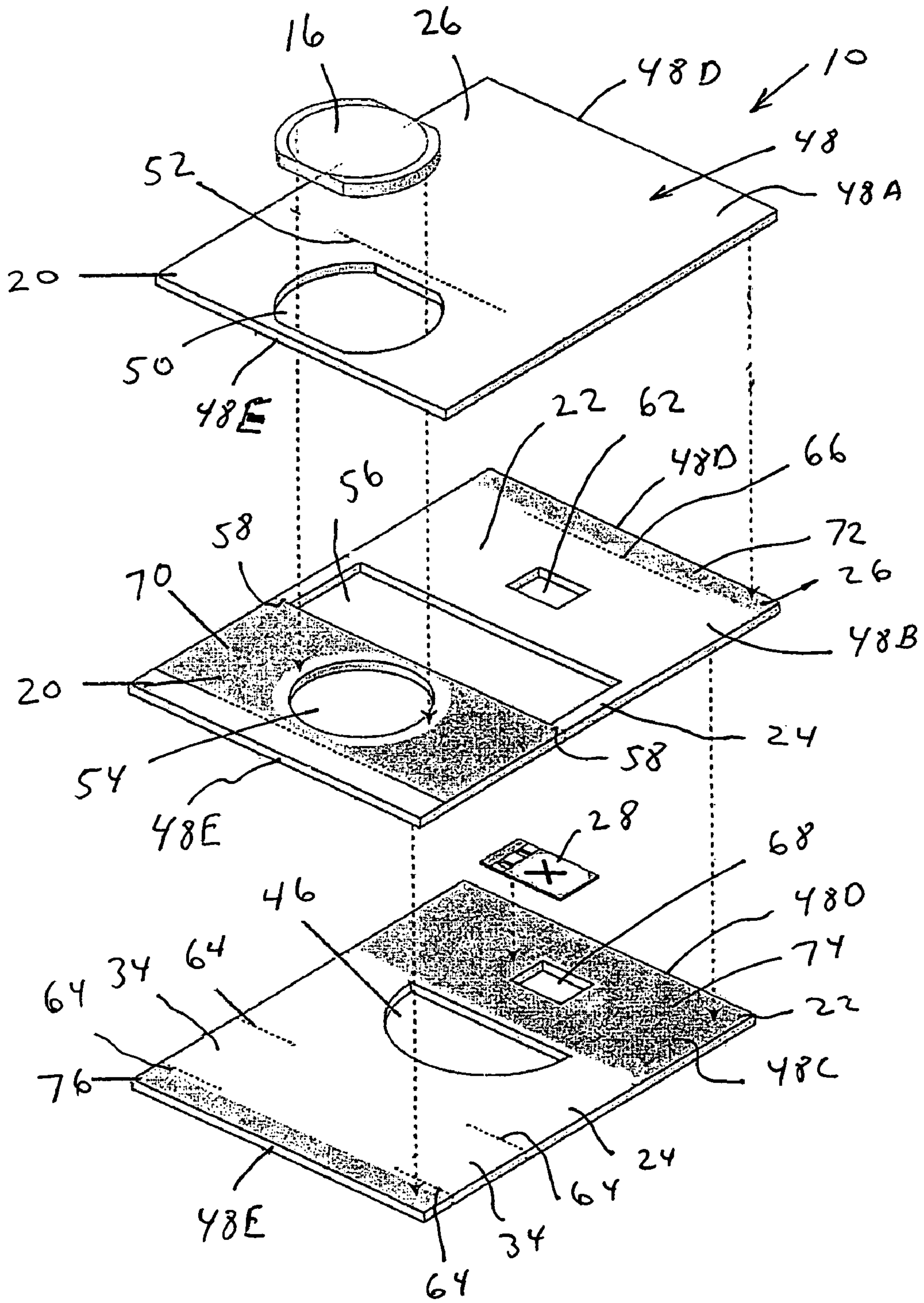


FIG. 3B

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FOLDING TRADING CARD WITH MAGNIFYING REGION

RELATED APPLICATION

This Application claims the benefit on U.S. Provisional Application Ser. No. 60/662,633 filed on Mar. 16, 2005. The contents of U.S. Provisional Application Ser. No. 60/662,633 are incorporated herein by reference.

BACKGROUND

Trading cards are a popular way to collect images and information about characters, athletes and celebrities. Trading cards can also be used in card games and other activities. Unfortunately, many of the trading cards are manufactured in large quantities and are not very unique.

SUMMARY

The present invention is directed to a trading card including a front wall, a back wall, a bottom wall, and a top wall. The front wall retains a viewing lens. The back wall retains an image. The bottom wall extends between the front wall and the back wall. The top wall extends between the front wall and the back wall. In one embodiment, three of the walls move relative to the other wall to move the trading card from a folded configuration to an unfolded configuration. In the folded configuration, the walls are substantially parallel to each other. In the unfolded configuration, the front wall and the back wall are substantially parallel and spaced apart, and the bottom wall and the top wall are substantially parallel and spaced apart. Additionally, the image is viewable through the viewing lens when the trading card is in the unfolded configuration. Moreover, in one embodiment, the image is on a piece of film and the viewing lens is a magnifying lens.

With this design, in certain embodiments, the trading card can be sized and shaped like a regular trading card when the trading card is in the folded configuration and the trading card can be simply expanded from the folded configuration to the unfolded configuration in which the trading card functions as a magnifying viewing box.

Additionally, the trading card can include a tab that is movable between an unlocked position and a locked position. In the unlocked position, the tab allows the trading card to move from the unfolded configuration to the folded configuration. Alternatively, in the locked position, the tab inhibits the trading card from moving from the unfolded configuration to the folded configuration. In one embodiment, the tab is a portion of the bottom wall that pivots relative to the rest of the bottom wall.

In certain embodiments, the walls can be made from three cards that are joined together. In this embodiment, each of the cards includes a distal end and a proximal end. Further, all of the cards are coupled to each other near the distal end and all of the cards are coupled to each other near the proximal end. With this design, the trading card can be made relatively easily and inexpensively.

The present invention is also directed to a method for viewing an image. The method includes the steps of (i) providing a trading card including a front wall that retains a viewing lens, a back wall that retains the image, a bottom wall that extends between the front wall and the back wall, and a top wall that extends between the front wall and the back wall; and (ii) moving three of the walls relative to the other wall to move the trading card from a folded configuration in which the walls are substantially parallel, to an unfolded configura-

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tion in which the front wall and the back wall are substantially parallel and the bottom wall and the top wall are substantially parallel.

BRIEF DESCRIPTION OF THE DRAWINGS

The novel features of this invention, as well as the invention itself, both as to its structure and its operation, will be best understood from the accompanying drawings, taken in conjunction with the accompanying description, in which similar reference characters refer to similar parts, and in which:

FIG. 1A is a top perspective view of a trading card having features of the present invention with the trading card in a folded configuration;

FIG. 1B is a bottom perspective view of the trading card of FIG. 1A with the trading card in the folded configuration;

FIG. 2A is a top perspective view of the trading card of FIG. 1A in an unfolded configuration with a tab in an unlocked position;

FIG. 2B is a top perspective view of the trading card of FIG. 1A in the unfolded configuration with the tab in a locked position;

FIG. 2C is a bottom perspective view of the trading card of FIG. 1A in the unfolded configuration with two tabs in a locked position;

FIG. 3A is an exploded view of the beginning components of the trading card; and

FIG. 3B is an exploded perspective view of one embodiment of the trading card.

DESCRIPTION

FIG. 1A is a top perspective view and FIG. 1B is a bottom perspective view of a trading card **10** having features of the present invention with the trading card **10** in a folded configuration **12**. As provided herein, the trading card **10** can easily be moved between the folded configuration **12** and an unfolded configuration **14** illustrated in FIGS. 2A-2C. The trading card **10**, for example, can be a collectible item or can be used in sports or entertainment games.

In one embodiment, the trading card **10** includes a viewing lens **16**, one or more images **18** (illustrated as an "X"), a front wall **20**, a back wall **22**, a bottom wall **24**, and a top wall **26**. In this embodiment, when the trading card **10** is in the unfolded configuration **14**, a user (not shown) can view the image **18** through the viewing lens **16**. Alternatively, when the trading card **10** is in the folded configuration **12**, the user is not able to view the image **18** through the viewing lens **16**. The size and shape of the components of the trading card **10** can be varied to suit the desired design requirements of the trading card **10**.

The design of the viewing lens **16** can be varied pursuant to the teachings provided herein. For example, the lens **16** can be a piece of glass, plastic, or other transparent material. In one embodiment, the lens **16** is a magnifying glass that enlarges the image **18** on the piece of film **28**.

The image **18** for example, can include one or more characters, sports athletes, celebrities, an entertainers, statistics, information, instructions, a game field or arena, an image used in a game, data, a character, an autograph, an animal and/or landscape. In one embodiment, the image **18** is positioned on a piece of rectangular film **28**. The film **28** can be at least partly transparent. Alternatively, the image **18** can be positioned on another medium and/or the film **28** could have another shape.

Additionally, in one embodiment, the film **28** is fixedly secured to the trading card **10**. Alternatively, for example, the

film **28** could be selectively removable from the back wall **22**. With this design, the film **28** could be interchangeable.

The front wall **20** retains the viewing lens **16**. The back wall **22** retains the image **18**. The bottom wall **24** and the top wall **26** each extend between and maintain the front wall **20** and the back wall **22** spaced apart when the trading card **10** is the unfolded configuration **14**. In one embodiment, each wall **20**, **22**, **24**, **26** is generally rectangular shaped and each wall **20**, **22**, **24**, **26** includes a first connected edge **30A**, a second connected edge **30B** that is opposite the first connected edge **30A**, and a pair of opposed unconnected edges **30C**.

In one embodiment, (i) the first connected edge **30A** of the front wall **20** is secured to the first connected edge **30A** of the top wall **26**; (ii) the second connected edge **30B** of the front wall **20** is secured to the first connected edge **30A** of the bottom wall **24**; (iii) the first connected edge **30A** of the back wall **22** is secured to the second connected edge **30B** of the top wall **26**; and (iv) the second connected edge **30B** of the back wall **22** is secured to the second connected edge **30B** of the bottom wall **24**.

In one embodiment the trading card **10** can be slightly weakened (e.g. embossed, scored, or crimped) at the connections between the walls **20**, **22**, **24**, **26** to facilitate relative movement of the walls **20**, **22**, **24**, **26** so that the trading card **10** can be easily moved between the configurations **12**, **14**. In one embodiment, the trading card **10** is perforated, e.g. including a line of holes, at the connections between the walls **20**, **22**, **24**, **26** to facilitate relative movement of the walls **20**, **22**, **24**, **26**.

Additionally, as illustrated in FIGS. **1A** and **1B**, in the folded configuration **12**, (i) the walls **20**, **22**, **24**, **26** are all substantially parallel to each other, and (ii) the viewing lens **16** and the film **28** are substantially parallel to each other. Further, in the folded configuration **12**, (i) the front wall **20** and the top wall **26** are substantially coplanar, and (ii) the bottom wall **24** and the back wall **22** are substantially coplanar.

In one embodiment, in the folded configuration **12**, the trading card **10** is generally flat, rectangular shaped and has a length of between 2 and 6 inches, a width of between approximately 1.5 and 4.0 inches, and a thickness of between approximately 0.0625 and 0.25 inches. For example, in the folded configuration **12**, the trading card **10** can be similarly sized and shaped as a standard trading card having a length of approximately 3.5 inches, a width of approximately 2.5 inches, and a thickness of between approximately 0.06 and 0.2 inches.

FIG. **2A** is a top, front perspective view of the trading card **10** in an unfolded configuration **14** with a pair of tabs **34** (only one is illustrated in FIG. **2A**) in an unlocked position **36**, FIG. **2B** is a top, front perspective view of the trading card **10** in the unfolded configuration **14** with the tabs **34** (only one is illustrated in FIG. **2A**) in a locked position **38**, and FIG. **2C** is a bottom, rear perspective view of the trading card **10** in the unfolded configuration **14** with the tabs **34** in the locked position **38**. In the unfolded configuration **14**, the user can easily view the image **18** through the viewing lens **16**.

FIGS. **2A-2C** illustrate that in the unfolded configuration **14**, the trading card **10** (i) is now generally rectangular tube shaped having open sides; (ii) the front wall **20** and the back wall **22** are substantially parallel and spaced apart; (iii) the bottom wall **24** and the top wall **26** are substantially parallel and spaced apart; (iv) the film **28** and the viewing lens **16** are substantially parallel, spaced apart, and are aligned so that the film **28** can be viewed through the viewing lens **16**; (v) the

bottom wall **24** extends between the front wall **20** and the back wall **22**; and (vi) the top wall **26** extends between the front wall **20** and the back wall **22**.

FIG. **2A** also illustrates a portion of the trading card **10** in the folded configuration **12** (illustrated in phantom). In FIG. **2A**, arrow **40** illustrates movement of the trading card **10** from the folded configuration **12** to the unfolded configuration **14**. More specifically, three of the walls move relative to the other wall during movement between configurations **12**, **14**. For example, during movement from the folded configuration **12** to the unfolded configuration **14**, (i) the front wall **20** has pivoted relative to the bottom wall **24** from being substantially parallel to the bottom wall **24** in the folded configuration **12** to being substantially perpendicular to the bottom wall **24** in the unfolded configuration **14** (approximately 90 degrees rotation); (ii) the back wall **22** has pivoted relative to the bottom wall **24** from being substantially parallel to and in substantially the same plane as the bottom wall **24** in the folded configuration **12** to being substantially perpendicular to the bottom wall **24** in the unfolded configuration **14** (approximately 90 degrees rotation); (iii) the front wall **20** has pivoted relative to the top wall **26** from being substantially parallel to and in substantially the same plane as the top wall **26** in the folded configuration **12** to being substantially perpendicular to the top wall **26** in the unfolded configuration **14** (approximately 90 degrees rotation); (iv) the back wall **22** has pivoted relative to the top wall **26** from being substantially parallel to the top wall **26** in the folded configuration **12** to being substantially perpendicular to the top wall **26** in the unfolded configuration **14** (approximately 90 degrees rotation); and (v) the top wall **26** has moved relative to the bottom wall **24** from being substantially parallel and adjacent to the bottom wall **24** in the folded configuration **12** to being substantially parallel and spaced apart from the bottom wall **24** in the unfolded configuration **14**.

It should be noted that movement from the unfolded configuration **14** to the folded configuration **12** results in the opposite motion described above.

As mentioned previously, the trading card **10** includes one or more tabs **34** that are moved between the unlocked position **36** (illustrated in FIG. **2A**) and the locked position **38** (illustrated in FIGS. **2B** and **2C**). Arrow **42** in FIGS. **2A** and **2B** illustrate movement of one tab **34** from the unlocked position **36** to the locked position **38**. With the tabs **34** in the unlocked position **36**, the trading card **10** is free to move between configurations **12**, **14**. However, when the tabs **34** are in the locked position **38**, the tabs **34** inhibit movement of the trading card **10** from the unfolded configuration **14** back to the folded configuration **12**. Stated in another fashion, the tabs **34** in the locked position **38** hold and maintain the trading card in the unfolded configuration **14**.

The design, number, and location of the tabs **34** can vary. In the embodiment illustrated in FIGS. **2A-2C**, the tabs **34** are a portion of the bottom wall **24** that has been partly cut from the bottom wall **24** and rotated. In the unlocked position **36**, the tab **34** is generally parallel and coplanar with the rest of the bottom wall **24**. In this position, the trading card **10** is free to move between configurations **12**, **14**. In the locked position **38**, each tab **34** (i) has been rotated 90 degrees relative to the rest of the bottom wall **24**, (ii) is adjacent to the front wall **20**, and (iii) extends generally perpendicular to the front wall **20** and the rest of the bottom wall **24**. With this design, an edge of the tab **34** engages the inside of the front wall **20** to inhibit movement of the trading card **10** from the unfolded configuration **14** to the folded configuration **12** and to stabilize the trading card **10** in the unfolded configuration **14**.

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Additionally, in certain embodiments, the notches in the bottom wall 24 and the tabs 34 provide a convenient position to hold the trading card 10 in the unfolded configuration 14. It should be noted that the notches and tabs 34 can be wider so that larger fingers can fit in the notches and tabs 34.

It should be noted that in one embodiment, opposite walls are generally the same size and configuration. For example, the front wall 20 and the back wall 22 have substantially the same size and configuration. Further, the top wall 26 and the bottom wall 24 have substantially the same size and configuration.

Additionally, in one embodiment, the bottom wall 24 includes an arch shaped wall opening 46 located near the back wall 22. In certain embodiments, in the folded configuration 12, before the trading card 10 has ever been moved to the unfolded configuration 14, the scored or weakened areas can be relatively stiff. The wall opening 46 can provide a finger hole, e.g. a place to push, to start to move the trading card 10 from the folded configuration 12 to the unfolded configuration 14 for the first time. After the trading card 10 has been moved between the configurations 12, 14 a number of times, the wall opening 46 may not be necessary.

FIG. 3A is an exploded view of the beginning components, and FIG. 3B is an exploded perspective view of one non-exclusive, embodiment of the trading card 10.

FIG. 3A illustrates that in this embodiment, the trading card 10 can be made out of the viewing lens 16, the piece of film 28, and multiple cards 48. In FIG. 3A, the trading card 10 includes a first card 48A, a second card 48B, and a third card 48C. In one embodiment, each of the cards 48A, 48B, 48C is generally rectangular shaped and the same size. For example, each of the cards 48A, 48B, 48C can be a piece of card stock. In one embodiment, each of the cards 48A, 48B, 48C is made of 24 points card stock.

In FIGS. 3A and 3B, each of the card stocks 48A-48C includes a distal end 48D and a proximal end 48E.

FIG. 3B illustrates that the card 48A-48C have been die-cut and scored prior to assembly. More specifically, FIG. 3B illustrates that (i) a lens aperture 50 has been die cut from the first card 48A; (ii) a first cut 52 (illustrated as dashed line) was made in the first card 48A across a portion of the first card 48A to provided a weakened area for the front wall 20 to bend relative to the top wall 26; (iii) a lens aperture 54 has been die cut from the second card 48B; (iv) a rectangular shaped intermediate aperture 56 has been die cut from the second card 48B; (v) a pair of cuts 58 have been made at the proximal edge of the intermediate aperture 56; (vi) a rectangular shaped film aperture 62 has been die cut from the second card 48B; (vii) each of the tabs 34 is made with a pair of spaced apart, cuts 64 made in the third card 48C; (viii) a second cut 66 (illustrated as dashed line) was made in the second card 48B across a portion of the second card 48B to provided a weakened area for the rear wall 22 to bend relative to the bottom wall 26; (ix) the semicircular wall opening 46 has been die cut from the third card 48C; and (x) a rectangular shaped film aperture 68 has been die cut from the third card 48C.

As mentioned above the three card 48A-48C are assembled together to form the trading card 10. Referring to FIG. 3B, (i) the viewing lens 16 is secured to the second card 48B over the lens aperture 54, (ii) the lens aperture 50 of the first card 48A is positioned around the viewing lens 16, and (iii) the proximal end 48E of the first card 48A is secured with an adhesive 70 to second card 48B at a location that is slightly spaced apart from the proximal end 48E of the second card 48B. With this design, a portion of the first card 48A and a portion of the

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second card 48B cooperate to form the front wall 20. Additionally, the first card 48A defines the top wall 26.

Further, (i) the distal end 48D of the first card 48A is secured with an adhesive 72 to the distal end 48D of the second card 48B, (ii) the distal end 48D of the third card 48C is secured with an adhesive 74 to second card 48B at a location that is slightly spaced apart from the distal end 48D of the second card 48B with the piece of film 28 positioned therebetween aligned with the film apertures 62, 68, and (iii) the second card 48B is separated at the cuts 58. With this design, a portion of the second card 48B and a portion of the third card 48B cooperate to form the rear wall 22. Further, the third card 48C defines the bottom wall 24.

Finally, the proximal end 48E of the second card 48B is secured with an adhesive 76 to the proximal end 48E of the third card 48B.

It should be noted that the adhesives 70, 72, 74, 76 can be replaced with another type of fastener.

It is to be understood that the trading cards 10 disclosed herein is merely illustrative of the presently preferred embodiments of the invention and that no limitations are intended to the details of construction or design herein shown other than as described in the appended claims.

What is claimed is:

1. A trading card comprising:

- a front wall that retains a viewing lens;
- a back wall that retains an image;
- a bottom wall that extends between the front wall and the back wall; and
- a top wall that extends between the front wall and the back wall;

wherein three of the walls move relative to the other wall to move from a folded configuration in which the walls are substantially parallel to an unfolded configuration in which the front wall and the back wall are substantially parallel, and the bottom wall and the top wall are substantially parallel; wherein the walls are made from three cards, wherein each of the cards includes a distal end and a proximal end, and wherein all of the cards are coupled to each other near the distal end and all of the cards are coupled to each other near the proximal end.

2. The trading card of claim 1 wherein the image is viewable through the viewing lens in the unfolded configuration.

3. The trading card of claim 1 wherein the walls form a rectangular tube in the unfolded configuration.

4. The trading card of claim 1 further comprising a tab that is movable between (i) a locked position in which the tab inhibits the walls from moving from the unfolded configuration to the folded configuration, and (ii) an unlocked position in which the tab allows the walls to move from the unfolded configuration to the folded configuration.

5. The trading card of claim 4 wherein the tab is a portion of the bottom wall that pivots relative to the rest of the bottom wall.

6. The trading card of claim 1 wherein the image is on a piece of film and the viewing lens is a magnifying lens.

7. The trading card of claim 6 wherein the film and the viewing lens are substantially parallel when the walls are in the unfolded configuration.

8. A trading card comprising:

- a front wall that retains a viewing lens;
- a back wall that retains an image;
- a bottom wall that extends between the front wall and the back wall; and
- a top wall that extends between the front wall and the back wall;

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wherein at least three of the walls move relative to the other wall to move from a folded configuration to an unfolded configuration, and wherein at least one of the walls includes a tab that is movable between (i) an unlocked position in which the walls are free to move from the unfolded configuration to the folded configuration, and (ii) a locked position in which the tab inhibits the walls from moving from the unfolded configuration to the folded configuration;

wherein the walls are made from three cards, wherein each of the cards includes a distal end and a proximal end, and wherein all of the cards are coupled to each other near the distal end and all of the cards are coupled to each other near the proximal end.

9. The trading card of claim **8** wherein the image is viewable through the viewing lens in the unfolded configuration.

10. The trading card of claim **8** wherein the walls form a rectangular tube in the unfolded configuration.

11. The trading card of claim **8** wherein the tab is a portion of the bottom wall that pivots relative to the rest of the bottom wall.

12. The trading card of claim **8** wherein the image is on a piece of film and the viewing lens is a magnifying lens.

13. The trading card of claim **12** wherein the film and the viewing lens are substantially parallel when the walls are in the unfolded configuration.

14. A method for viewing an image, the method comprising the steps of:

providing a trading card including a front wall that retains a viewing lens, a back wall that retains the image, a bottom wall that extends between the front wall and the back wall, and a top wall that extends between the front wall and the back wall; wherein the trading card includes three cards, each of the cards includes a distal end and a proximal end, and all of the cards are coupled to each other near the distal end; and

moving three of the walls relative to the other wall to move the trading card from a folded configuration in which the

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walls are substantially parallel, to an unfolded configuration in which the front wall and the back wall are substantially parallel, and the bottom wall and the top wall are substantially parallel.

15. The method of claim **14** further comprising the step of viewing the image through the viewing lens.

16. The method of claim **14** further comprising the step of moving a tab from (i) an unlocked position in which the tab allows the walls to move from the unfolded configuration to the folded configuration, and (ii) a locked position in which the tab inhibits the walls from moving from the unfolded configuration to the folded configuration.

17. The method of claim **14** wherein the step of providing a trading card includes the step of coupling all of the cards to each other near the proximal end.

18. A trading card comprising:

a front wall that retains a viewing lens;

a back wall that retains an image;

a bottom wall that extends between the front wall and the back wall; and

a top wall that extends between the front wall and the back wall;

wherein three of the walls move relative to the other wall to move from a folded configuration in which the walls are substantially parallel to an unfolded configuration in which the front wall and the back wall are substantially parallel, and the bottom wall and the top wall are substantially parallel; wherein the walls are made from a plurality of cards, wherein each of the cards includes a distal end and a proximal end, and wherein the cards are coupled to each other near at least one of the ends.

19. The trading card of claim **18** wherein the cards are coupled to each other near the distal end and the cards are coupled to each other near the proximal end.

20. The trading card of claim **18** wherein the walls form a rectangular tube in the unfolded configuration.

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